Consumer Magazine Ad Linage

Advertising pages for U.S., Canadian and foreign consumer publications

	Current month 1984	Current month 1983	Year-to-date 1984	Year-to-date 1983
— Art & Antiques —				
American Artist	88.1	51.3	636.5	563.9
Antiques	167.6	161.0	1,284.2	1,136.9
Antique Monthly	35.2	36.0	276.2	260.0
Art in America (11X)	152.0	132.0	938.0	735.0
Plate World (6X)	70.0	79.6	351.1	417.6
Southwest Art	78.5	82.8	748.1	718.5
Total Group	**591.4**	**542.7**	**4,234.1**	**3,831.9**
% change	+8.9%		+10.5	
— Auto/cycle/rec. vehicles —				
AutoWeek	107.8	110.7	1,153.6	1,120.0
Car & Driver	90.6	96.6	818.3	808.0
Car Collector & Car Classics	19.0	21.0	173.6	190.1
Car Craft	77.8	74.2	665.7	669.0
Cycle	37.5	34.3	423.8	580.7
Cycle Guide	19.3	32.8	393.6	440.4
Cycle World	32.2	24.9	486.6	498.9
Dune Buggies & Hot VWs	76.3	83.5	728.5	620.6
Family Motor Coaching	137.7	104.7	1,318.2	1,045.5
4 Wheel & Offroad	67.4	51.6	654.7	564.7
Four Wheeler	89.8	47.5	696.2	361.3
Hot Rod	71.0	60.1	564.2	524.9
Motorcyclist	31.2	18.4	340.0	360.9
Motor Trend	74.2	55.7	585.1	565.6
Motorhome	91.8	73.8	819.9	660.4
Pickup, Van & 4 WD	44.4	45.3	289.9	313.1
Road & Track	104.4	88.1	918.8	867.3
3 Wheeling	36.7	30.7	278.1	238.5
Trailer Life	110.1	101.6	1,132.8	973.0
Total Group	**1,318.9**	**1,155.5**	**12,441.6**	**11,402.9**
% change	+14.1%		+9.1%	
— Boating & yachting —				
Boating	128.7	116.1	1,261.8	1,039.6
Chesapeake Bay	33.0	26.5	253.8	243.8
Cruising World	149.0	133.6	1,239.9	1,186.4
Lakeland Boating	65.5	35.5	543.3	426.3
Motor Boating & Sailing	155.3	143.7	1,460.7	1,269.4
Sail	149.0	139.0	1,261.0	1,082.0
Sea & Pacific Skipper	61.9	55.6	538.0	614.1
Small Boat Journal (6X)	—	—	174.6	158.6
Trailer Boats	18.6	13.8	312.0	213.2
Western Boatman (6X)	49.0	19.8	124.8	94.8
Yachting	189.1	186.4	1,556.4	1,380.4
Total Group	**969.1**	**846.2**	**8,726.3**	**7,708.6**
% change	+14.5%		+13.2%	
— Canadian —				
L'Actualite	80.2	55.8	557.4	419.3
Chatelaine				
English Edition A.	106.9	130.2	836.5	775.6
French Edition	95.8	108.7	707.0	683.9
City Woman (5X)	58.3	45.8	475.0	443.9
Equinox	47.0	47.0	203.3	196.3
Financial Post Magazine A.	53.2	43.4	371.1	280.2
Flare A.	89.0	76.3	478.1	424.2
Homemaker's Magazine	67.7	97.7	500.1	603.1
Madam Au Foyer	53.5	84.0	455.9	479.8
Macleans (52X) A.	109.4	102.3	997.6	800.4
Quest Magazine (8X) A.	24.9	40.2	148.1	250.4
Reader's Digest:				
Canadian-English A.	49.0	40.1	600.9	556.3
Canadian-French A.	44.5	57.5	528.4	518.3
Toronto Life	114.2	137.7	757.5	748.5
Total Group	**993.6**	**1,066.7**	**7,316.9**	**6,880.2**
% change	−6.9%		+6.3%	
— Civic/fraternal —				
American Legion	20.9	24.3	214.4	246.3
Elks Magazine (10X)	20.4	23.3	178.0	201.2
Kiwanis Magazine	17.3	17.7	105.8	120.1
Lion (10X)	7.3	12.0	51.8	50.4
Moose Magazine	20.0	24.0	164.0	179.0
Rotarian	13.4	16.2	103.8	109.4
V.F.W. (11X)	26.5	29.7	241.5	253.7
Total Group	**125.8**	**147.2**	**1,059.3**	**1,160.1**
% change	−14.5%		−8.6%	
— Comics —				
Archie Comic Group (6X)	—	—	40.0	40.0
DC Comics	8.0	7.0	68.0	70.5
Marvel Comics Group	9.0	10.0	83.0	90.0
Total Group	**17.0**	**17.0**	**191.0**	**200.5**
% change	0.0%		−4.8%	
— General —				
American Health (10X)	40.6	44.8	277.9	202.7
American West (6X)	38.7	19.8	130.8	127.2
The Atlantic A.	45.4	50.5	394.7	345.9
Audubon Magazine (6X)	28.8	39.7	133.2	183.1
Bon Appetit A.	86.8	79.0	709.4	648.4
Changing Times	40.9	36.0	376.1	351.8
Cuisine Magazine	52.6	44.1	430.6	310.9
Ebony	93.7	84.4	803.0	786.0
Fifty Plus	51.7	21.7	319.9	239.1
Food & Wine	37.7	39.5	312.1	306.2
Games	21.9	26.8	187.4	244.3
Geo	45.4	30.2	303.2	230.2
Gourmet	76.3	73.2	650.9	588.8
Home Entertainment (6X)	34.5	33.0	153.2	111.5
Harper's Magazine	20.7	15.9	207.6	148.9
Life	45.8	32.8	516.0	475.0
Modern Maturity (6X)	—	—	159.6	155.3
Money	114.9	116.2	1,056.9	953.1
Moneysworth (4X)	—	—	51.8	40.0
Mother Earth News (6X)	54.2	66.2	262.9	315.1
Mother Jones	—	20.0	117.7	123.1
National Geographic	15.9	17.2	207.1	196.1
Prevention	63.1	83.1	616.8	680.6
Psychology Today	25.7	25.7	216.6	233.3
Reader's Digest A.	85.5	73.3	742.5	680.8
Saturday Evening Post (9X)	39.6	46.8	240.7	276.5
Signature	52.5	52.2	471.2	468.7
Smithsonian	72.3	83.4	705.4	615.0
Success	36.3	30.7	300.3	302.2
Town & Country	197.0	202.5	1,204.3	1,151.0
Travel/Holiday	27.3	36.1	384.6	361.0
Travel & Leisure	101.5	76.6	924.7	749.3
Vanity Fair	—	—	—	—
Video	64.0	58.3	602.4	543.7
Video Review	52.2	65.3	432.4	565.9
Writers Digest	24.6	43.7	216.5	239.9
Yankee	95.1	123.7	688.0	752.9
Total Group	**1,883.2**	**1,892.4**	**15,508.7**	**14,703 5**
% change	−0.4%		+5.5%	
— Home —				
Architectural Digest A.	141.1	140.9	1,113.2	1,043.9
Better Homes & Gardens	128.2	117.3	1,010.7	923.6
Colonial Homes (6X)	82.2	72.1	339.8	305.9
Country Journal	31.9	41.8	285.3	328.4
Country Living	70.1	64.2	567.4	437.9
Dallas/Ft. Worth Home & Garden	71.3	61.6	636.4	585.3
Early American Life (6X)	—	—	110.3	101.3
Family Food Garden (6X)	—	46.6	118.0	273.8
Family Handyman (10X) A.	79.2	83.9	559.0	521.0
Flower & Garden (6X)	—	—	155.1	164.2
Home	58.2	49.6	484.7	324.5
House Beautiful	101.5	99.0	800.5	723.2
House & Garden	118.4	72.5	743.6	531.4
Houston Home/Garden	105.2	100.9	892.3	867.2
Metropolitan Home	51.7	56.6	564.7	478.9
New Shelter (9X)	65.5	63.6	349.3	339.0
1001 Home Ideas	62.4	39.5	360.2	274.6
Organic Gardening	53.0	77.1	585.9	650.6
Phoenix Home/Garden	53.5	48.0	489.3	392.3
Southern Accents (6X)	94.9	— 0	376.0	231.4
Southern Living	129.9	129.1	1,173.5	1,101.7
Sunset Magazine A.	107.8	135.4	1,199.5	1,194.3
Texas Homes	68.2	76.4	712.4	622.5
Workbench (6X)	61.2	77.4	296.5	322.7
Total Group	**1,732.4**	**1,653.5**	**13,923.6**	**12,739.6**
% change	+4.8%		+9.3%	
— In-flight & other passenger —				
Aboard Group (7) (4X)	—	—	64.4	53.6
Alaskafest	53.4	51.3	458.7	413.5
American Way	95.7	103.3	881.1	794.4
East/West Network:				
Amtrak Express	22.5	42.2	297.0	362.5
Continental	55.0	66.8	548.9	557.3
Eastern Review	116.2	119.2	1,029.6	887.2
Ozark	36.7	45.0	407.7	396.6
PSA Magazine	97.0	102.8	940.7	771.4
Pan Am Clipper	65.5	48.2	551.8	373.3
Republic Scene	54.2	65.7	532.6	487.3
United	120.0	119.7	1,026.8	831.3
USAir	61.8	74.2	541.3	538.5
Western's World	54.3	66.5	600.3	530.6
Halsey Publications:				
Air Cal	51.3	41.3	427.1	339.1
Braniff	27.0	—	162.1	—
Delta Sky	70.0	76.6	663.4	574.3
Frontier	28.3	35.0	277.1	342.0
Northwest Orient	36.0	44.7	286.6	349.9
Skylife	17.0	19.8	170.0	158.8
TWA Ambassador	55.1	53.7	536.5	451.5
Hawaii	21.2	14.6	195.1	152.4
Pace (6X)	102.8	36.8	569.1	206.2
Southwest Airlines	100.9	93.5	834.8	867.9
Spirit of Aloha	20.0	15.4	197.4	148.9
Total Group	**1,361.9**	**1,336.3**	**12,170.1**	**10,528.5**
% change	+1.9%		+15.6%	
— Men's —				
Esquire A.	174.0	133.1	879.0	808.5
Firehouse Magazine	68.7	90.7	480.2	488.6
Gentlemen's Quarterly A.	310.7	233.0	1,344.3	952.5
Penthouse A.	64.4	46.6	446.6	506.8
Playboy A.	70.1	69.9	629.1	725.5
Total Group	**687.9**	**573.3**	**3,779.2**	**3,481.9**
% change	+20.0%		+8.5%	
— Metropolitan —				
Aloha (6X)	29.7	40.2	145.9	140.2
Atlanta	72.3	67.4	511.7	472.7
Baltimore	77.3	64.8	542.3	518.9
Boston	163.8	146.4	1,242.1	1,146.2
Charlotte (10X)	18.3	18.0	133.9	167.3
Chicago	181.5	183.5	1,184.7	1,201.1
Chicago's North Shore	93.7	95.2	739.4	718.0
Cincinnati	52.8	58.1	441.0	454.2
Cleveland	85.4	107.8	671.6	648.4
Coast (38X)	383.4	293.6	2,462.8	2,401.4
Columbus Monthly	76.5	85.3	605.5	614.2
Commonwealth	44.5	39.3	340.5	301.6
Connecticut	79.9	67.2	721.7	584.5
Country Magazine	55.0	40.5	364.8	257.9
D/Magazine, Dallas/Ft. Worth	135.7	149.9	1,082.2	996.9
Denver	30.1	37.2	280.6	298.6
Exclusively Yours, Wisconsin (15X)	107.6	111.3	616.5	616.9
Grand Rapids	72.2	114.7	480.8	487.0
Gulfshore Life (10X)	—	—	507.4	406.7
Honolulu	59.3	58.1	524.4	553.6
Houston City	100.2	87.4	739.9	626.5
Indianapolis	33.6	27.7	368.1	347.9
Kansas City	38.3	31.4	296.0	256.7
Los Angeles	189.0	221.0	1,830.0	1,679.5
Louisiana Life (6X)	78.3	84.1	375.1	350.2
Madison	45.2	51.8	416.2	413.8
Metropolitan Detroit	80.9	—	467.0	—
Miami/South Florida	66.4	82.8	759.6	752.5
Milwaukee	61.4	31.5	378.6	153.0
Minneapolis/St. Paul	99.7	91.3	841.2	672.9
Monthly Detroit	70.9	59.6	552.2	484.9
Nashville	—	—	—	—
New Jersey Monthly	55.8	50.5	481.0	451.8
New Mexico	48.3	25.6	327.1	197.8
Ohio	140.2	106.3	582.3	462.9
Oregon	—	—	—	—
Orlando	70.3	83.8	757.5	679.9
Palm Beach Life	34.5	35.1	614.6	573.6
Palm Springs Life	296.7	245.6	1,127.9	1,043.8
Philadelphia	181.4	140.6	1,147.7	1,094.9
Phoenix	82.3	74.7	785.2	669.3
Pittsburgh	60.3	69.8	540.2	417.8
St. Louis	73.5	74.0	533.0	496.0
San Diego	150.6	145.1	1,318.5	1,192.8
San Francisco	100.7	62.2	657.5	529.9
San Francisco Focus	80.5	42.7	520.2	378.5
Tampa Bay Monthly	34.0	42.3	402.6	136.2
Texas Monthly	152.1	146.8	1,138.5	1,020.6
Twin Cities	59.2	56.6	570.5	447.6
Ultra	80.2	68.3	698.9	535.5
The Virginian	49.5	46.3	238.0	185.8
Washington Dossier D.	87.5	84.3	450.5	417.6
The Washingtonian	196.0	189.0	1,311.5	1,241.2
Total Group	**4,716.5**	**4,337.7**	**34,796.9**	**31,097.7**
% change	+8.7%		+12.0%	
— Movie/romance/radio/tv —				
Macfadden's Women's Group:				
Modern Romances	26.3	25.9	219.9	236.1
Secrets	26.3	25.9	219.9	236.1
True Confessions	26.3	25.9	219.9	236.1
True Experience	26.3	25.9	219.9	236.1
True Love	26.3	25.9	219.9	236.1
True Romance	26.3	25.9	219.9	236.1
Sterling Women's Group:				
Daytime TV	28.5	27.2	251.5	269.7
Modern Screen	—	30.2	84.0	184.9
Movie Mirror (6X)	—	30.2	82.0	150.1
Soap Opera Stars	—	24.5	89.5	195.5
TV Movie Screen (6X)	—	—	15.0	126.6
TV Picture Life (6X)	—	30.2	87.0	87.7
Teen Bag (6X)	4.6	—	48.1	28.9
Total Group	**190.9**	**297.7**	**1,973.5**	**2,457.0**
% change	−35.9%		−19.7%	
— Music/entertainment —				
American Film (10X)	25.5	39.0	192.9	205.2
Audio	62.3	54.8	547.9	453.9
Circus Magazine	39.7	23.9	321.7	245.7
Dance Magazine	54.2	59.0	554.1	556.2
Musician	50.0	80.0	540.1	579.4
Playbill	57.0	60.5	506.0	454.6
Record	28.2	8.1	208.5	76.9
Stereo Review	51.3	54.7	395.7	439.3
Total Group	**368.2**	**380.0**	**3,266.9**	**3,011.2**
% change	−3.1%		+8.5%	
— Newspaper, Sun. magazines —				
Family Weekly A.	70.9	69.7	603.2	642.4
Parade	61.4	65.5	478.9	591.6
Total Group	**132.3**	**135.2**	**1,082.1**	**1,234.0**
% change	−2.1%		−12.3%	
— Outdoor & sport —				
Alaska	44.2	43.8	371.6	369.0
American Hunter	37.9	38.5	179.5	173.6
American Rifleman	42.6	39.6	258.1	255.0
Backpacker (6X)	40.6	50.6	213.4	255.3
Bass Master (8X) A.	34.7	28.1	384.5	366.6
Bicycling (9X)	95.0	86.2	857.9	818.4
Field & Stream	66.3	84.6	753.8	806.2
Fins & Feathers A.	34.4	33.3	404.4	368.5
Fishing World (6X)	12.6	14.1	203.5	204.9
Florida Sportsman	61.6	50.8	778.8	622.9
Flying	55.2	33.3	418.1	361.5
Fur-Fish-Game	34.5	28.1	204.1	191.8
Golf Digest	93.8	90.3	855.0	820.7
Golf Magazine	27.3	34.3	667.1	601.5
Guns & Ammo	61.8	69.3	440.4	452.0
In-Fisherman	—	—	371.0	337.0
Muscle & Fitness	110.0	105.0	980.0	932.0
Outdoor Life	61.4	61.7	690.4	654.2
Outside Magazine E.	38.1	43.0	338.0	314.5

(X) Represents the number of times published each year; publications are monthly unless otherwise specified.
A. Sectional linage included but prorated to circulation of regional editions. B. Sectional linage included but not prorated to circulation of regional editions. C. Combined unduplicated regional ads. D. August figures were omitted from last month's report—should have been 53.3, '84, and 36.5, '83. E. August '84 figure was reported erroneously —should have been 35.5. * All affiliated with Sunday Mag/Net. except Los Angeles Times Home Magazine and New York Times Magazine.

(Continued on Page 60)

(Continued from Page 59)

	Current month 1984	Current month 1983	Year-to-date 1984	Year-to-date 1983
Petersen's Hunting	64.5	55.5	387.1	331.2
The Runner	41.7	46.6	401.3	356.1
Runner's World (13X)	52.5	36.5	468.7	424.7
Salt Water Sportsman	55.3	39.7	646.1	502.3
Shooting Times	49.1	47.6	399.4	327.1
Skiing (7X)	201.8	142.3	417.1	351.8
Skin Diver	63.1	58.9	697.1	656.2
Southern Outdoors (8X)	46.6	45.1	279.7	291.5
Sport	47.3	41.9	408.3	351.7
Sports Afield	86.9	81.1	775.9	739.0
Tennis	170.8	137.8	828.5	754.5
Western Outdoors (10X)	29.5	24.1	255.2	349.0
World Tennis	57.9	91.9	419.1	484.9
Total Group	**1,919.0**	**1,783.6**	**15,753.1**	**14,825.6**
% change		**+7.6%**		**+8.3%**
— Photography —				
American Photographer	—	—	—	—
Petersen's Photographic	38.4	43.3	288.6	303.1
Popular Photography	92.3	107.1	862.3	1,015.2
Total Group	**130.7**	**150.4**	**1,150.9**	**1,318.3**
% change		**-13.0%**		**-12.7%**
— Religious —				
BBI Jewish Monthly (10X)	33.0	36.5	182.7	170.7
Christian Herald	44.8	41.8	239.2	238.6
Christian Life	32.9	34.6	242.7	240.3
Christianity Today	93.0	66.7	591.8	553.2
Inside (4X)	98.8	83.8	251.3	218.5
Moody Monthly	48.7	54.3	397.7	400.6
Total Group	**351.2**	**317.7**	**1,905.4**	**1,821.9**
% change		**+10.5%**		**+4.6%**
— Science/electronic/mechanic —				
Compute	60.0	147.9	685.8	1,211.0
Computers & Electronics	53.5	56.6	406.9	540.6
Creative Computing	101.4	168.0	1,062.4	1,568.7
Discover	30.2	36.6	317.4	373.8
InfoWorld	168.0	184.0	1,732.0	1,802.0
Mechanix Illustrated	62.1	68.4	616.5	598.9
Omni	70.9	80.5	550.9	544.1
Natural History	41.1	40.0	361.4	316.5
Personal Computing	164.9	226.4	1,372.9	1,765.7
Popular Mechanics	94.3	107.2	838.5	866.8
Popular Science	87.5	90.5	729.1	739.5
Science Digest	37.8	28.1	264.2	284.8
Science 84 (10X)	25.1	33.6	229.2	265.0
Scientific American	130.5	83.1	613.2	461.3
Spectrum	92.0	120.1	870.5	740.7
Total Group	**1,219.3**	**1,471.0**	**10,650.9**	**12,079.4**
% change		**-17.1%**		**-11.8%**
— Women/fashion/service —				
Bride's Magazine (6X) A.	196.4	192.5	1,643.9	1,565.7
Cosmopolitan A.	243.8	231.1	1,874.3	1,775.0
Essence	102.6	78.1	753.7	709.4
Family Circle A.	134.9	122.0	1,245.5	1,251.3
Glamour	259.0	251.6	1,605.0	1,488.2
Good Housekeeping A.	182.1	197.8	1,399.5	1,444.3
Handmade (6X)	30.8	28.8	121.1	117.9
Harper's Bazaar	311.2	256.7	1,336.5	1,109.3
Health	35.6	30.8	326.1	285.1
Ladies' Home Journal	98.5	88.2	884.5	816.3
Ladycom	45.9	53.8	308.8	281.7
Lady's Circle	8.7	8.2	66.8	74.3
Mademoiselle	247.9	197.4	1,284.2	1,172.6
McCall's	103.5	101.9	811.6	758.9
Modern Bride (6X)	157.2	156.8	1,395.9	1,317.0
Ms.	60.5	47.5	455.9	375.5
New Woman	40.3	50.2	415.6	410.8
Parent's Magazine A.	81.3	82.7	661.6	648.7
Playgirl	29.0	34.0	304.6	345.1
Redbook	113.0	106.3	819.8	755.3
Self	125.9	107.6	870.7	672.1
Seventeen	137.7	107.8	1,202.8	1,013.9
Shape	81.0	82.0	533.0	486.0
Soap Opera Digest	29.9	29.0	266.5	232.4
'Teen Magazine	73.5	72.1	504.8	496.7
True Story A.	63.4	51.6	518.6	504.0
Vogue	602.1	543.3	2,430.2	2,110.7
W Magazine	143.7	133.9	956.9	827.2
Weight Watchers	32.4	28.8	261.8	229.8
Woman's Day A.	171.4	168.1	1,040.8	1,075.4
The Workbasket (10X)	40.3	34.5	295.8	297.7
Working Mother	72.4	76.1	620.3	576.3
Working Woman	178.8	146.3	929.8	808.2
Total Group	**4,204.7**	**3,897.5**	**28,146.9**	**26,032.8**
% change		**+7.9%**		**+8.1%**
— Youth —				
Boys' Life	35.3	32.7	167.2	200.4
Campus Life	—	—	—	—
Total Group	**35.3**	**32.7**	**167.2**	**200.4**
% change		**+7.9%**		**-16.6%**

August

	Current month 1984	Current month 1983	Year-to-date 1984	Year-to-date 1983
— Business —				
Arizona Bus. Gazette	21.2	16.4	198.9	125.7
Atlanta Bus. Chronicle (52X)	46.3	28.8	375.9	247.0
Austin Business Journal	43.5	41.5	355.6	—
Barron's (52X)	136.5	197.5	1,473.7	1,548.7
Boston Business Journal	76.8	72.0	716.6	500.4
Business Week (52X) A.	302.2	281.1	3,026.2	2,740.3
California Business	84.2	66.6	708.4	550.0
Capital District Bus. Review	29.3	31.4	359.5	278.9
Corporate Report/Kansas City	51.4	52.7	477.6	389.7
Corporate Report/Minnesota	64.7	64.3	661.0	629.0
Crain's Chicago Bus. (52X)	106.4	109.5	1,008.7	915.9
Crain's Cleveland Bus.	60.6	48.2	505.7	386.3
Dallas/Ft. Worth Bus. (52X)	42.6	40.5	336.0	272.5
Dun's Business Month	41.5	49.5	494.6	467.0
The Executive	—	—	—	—
Financial World (24X)	19.2	30.2	237.7	285.7
Florida Trend	52.8	47.8	672.1	567.5
Forbes (28X)	155.2	234.0	2,167.8	1,865.8
Fortune (26X) A.	249.8	226.2	2,119.7	1,811.5
Frequent Flyer	65.8	37.6	444.1	368.3
Futures	50.0	47.0	441.0	437.0
Hawaii Business	40.1	55.1	397.1	384.4
High Technology	28.0	21.9	250.6	214.2
Inc. Magazine A.	90.4	81.0	916.0	775.6
Income Opportunities (10X)	—	—	325.4	293.4
Industry Week (26X) A.	65.4	79.1	808.7	739.1
Indianapolis Business Journal	96.1	85.5	871.8	670.2
Minnesota Business Journal	33.9	38.8	395.0	306.0
Nation's Business A.	20.4	14.4	188.5	197.6
New England Bus. (20X) B.	—	—	—	—
New Jersey Success	—	—	—	—
New Orleans Citibusiness	—	—	—	—
Pacific Business News (52X)	91.4	117.2	810.2	775.8
Philadelphia Bus. Journal	84.4	78.6	822.1	475.8
Pittsburgh Bus. Times (52X)	38.8	45.3	420.6	370.0
Savvy	35.4	31.4	322.1	303.5
St. Louis Business Journal	117.0	109.4	1,070.3	843.5
Texas Business	93.3	43.6	566.9	433.1
Venture	95.6	65.9	638.7	442.2
Total Group	**2,631.2**	**2,590.0**	**25,566.8**	**21,611.6**
% change		**+1.6%**		**+18.3%**
— Newspaper Sunday magazines* —				
Arizona Republic	—	—	—	—
Boston Globe	180.0	185.0	1,525.0	1,350.1
California Living	40.5	57.1	405.6	412.4
Chicago Tribune	57.6	59.3	536.7	608.8
Cincinnati Enquirer	61.5	75.8	562.6	566.2
Cleveland Plain Dealer	53.2	93.9	453.9	643.8
Columbus Dispatch	61.2	62.5	369.0	359.2
Dallas Times Herald	76.0	59.5	638.0	561.2
Denver Post	—	—	—	—
Detroit News	66.0	84.6	677.0	771.0
L.A. Times Home Magazine	83.1	74.2	825.5	666.0
Louisville Courier-Journal	—	—	—	—
Miami Herald	49.5	40.3	410.6	423.1
New York Times Magazine	394.0	411.7	2,729.3	2,431.5
Philadelphia Inquirer	16.2	15.0	53.2	58.0
Toledo Blade Magazine	66.1	34.6	396.2	360.5
Washington Post	—	—	—	—
Total Group	**1,204.9**	**1,253.5**	**9,582.6**	**9,211.8**
% change		**-3.9%**		**+4.0%**
— Weeklies/biweeklies —				
The Advocate (25X)	128.2	128.9	803.2	859.9
Army Times Military Group:				
Air Force Times (52X)	127.2	143.3	1,171.1	1,137.4
Army Times (52X)	118.2	137.8	1,112.7	1,108.2
Navy Times (52X)	135.7	155.4	1,258.3	1,271.7
The Times Magazine	10.0	8.3	119.4	110.9
The Blood-Horse (52X)	367.8	350.9	3,707.4	3,495.7
Capper's Weekly (26X)	23.3	32.4	206.1	212.6
Commonweal (22X)	1.9	1.1	48.6	50.0
Golf World (43X)	82.4	61.7	670.5	674.7
Grit (52X) A.	20.4	18.3	184.2	197.5
National Journal	13.0	14.0	208.7	185.0
National Review	23.5	33.3	206.2	240.8
New Republic (48X)	20.1	33.9	234.7	249.4
New York Magazine (50X)	205.7	180.8	1,664.9	1,686.6
New Yorker (52X)	138.1	175.1	2,009.7	1,981.6
Newsweek (52X) A.	155.2	191.9	1,744.3	1,671.3
People (52X)	256.9	211.8	2,344.2	2,003.4
Rolling Stone (25X)	53.4	66.7	659.4	689.7
Sporting News (52X)	41.0	38.5	384.3	437.7
Sports Illustrated (52X) A.	215.0	168.9	1,943.5	1,694.0
Time (52X) A.	158.3	161.4	1,687.8	1,614.0
Travelhost (52X) C.	3,575.0	3,272.0	25,584.0	23,055.0
TV Guide (52X) A.	197.9	160.8	2,236.8	2,189.7
Us Magazine (26X)	35.7	36.0	301.5	360.0
Total Group	**6,103.9**	**5,783.2**	**50,491.5**	**47,176.8**
% change		**+5.5%**		**+7.2%**
— Foreign —				
Good Housekeeping Foreign Editions:				
Australia	36.9	21.2	248.2	265.1
Japan	76.4	67.7	570.1	453.9
Great Britain	80.1	98.6	881.2	887.5
Buenhogar:				
Central America	2.3	2.0	12.2	14.0
Chile	1.3	1.0	6.7	8.0
Colombia	29.8	27.2	231.2	284.8
Dominican Republic	2.0	6.0	43.0	94.0
Ecuador	10.0	15.7	99.5	74.0
Mexico	42.0	26.0	282.5	303.7
Peru	7.0	18.3	117.5	160.7
Puerto Rico	13.3	5.3	119.2	99.2
U.S.	17.2	12.5	95.3	72.0
Venezuela	29.0	15.5	189.2	158.3
Geomundo:				
Central America	6.0	3.0	42.8	33.0
Chile	6.0	2.0	40.3	35.0
Colombia	9.5	6.0	66.5	76.5
Ecuador	4.0	2.0	28.0	29.0
Mexico	9.0	3.0	56.8	46.5
Peru	5.0	4.0	39.3	43.0
Puerto Rico	—	2.0	18.3	27.0
U.S.	8.0	4.0	38.5	25.0
Venezuela	7.0	7.0	83.3	85.7
Hombre De Mundo:				
Central America	5.0	2.0	47.0	41.3
Chile	4.0	3.0	46.0	41.0
Colombia	6.0	8.0	73.5	76.0
Ecuador	1.0	3.0	33.0	40.0
Mexico	11.0	13.0	100.5	85.8
Peru	3.0	4.0	44.0	37.0
Puerto Rico	4.0	7.0	67.0	42.3
U.S.	8.0	5.0	49.0	23.0
Venezuela	14.0	11.5	135.0	113.3
Ideas Para Su Hogar:				
Central America	—	—	1.5	2.0
Chile	—	—	1.0	—
Colombia	28.0	24.3	137.0	186.7
Ecuador	7.0	5.0	41.5	26.0
Mexico	9.7	5.8	63.2	106.7
Peru	7.5	12.5	47.0	48.0
Puerto Rico	0.5	—	5.0	6.0
U.S.	10.0	8.0	54.0	31.3
Venezuela	14.8	9.5	115.0	92.0
Mecanica Popular:				
Argentina	4.8	7.7	44.0	57.0
Central America	13.3	13.2	103.3	101.3
Chile	7.2	5.8	49.0	49.0
Colombia	16.3	13.3	111.0	137.3
Mexico	14.8	7.2	97.3	72.5
Peru	14.3	22.8	126.0	151.2
Puerto Rico	12.8	15.2	113.0	119.3
U.S.	6.2	4.3	36.0	24.3
Venezuela	17.7	15.2	130.2	162.8
The Ring en Espanol:				
Mexico	—	—	0.3	—
U.S.	6.0	4.3	32.3	26.3
Venezuela	3.0	2.0	10.0	6.0
Vanidades Continental:				
Central America	4.5	2.8	47.7	49.0
Chile	3.3	2.0	15.7	28.5
Colombia	63.7	72.7	429.3	472.0
Dominican Republic	8.7	8.3	59.5	137.3
Ecuador	22.5	23.5	137.7	97.7
Mexico	78.3	99.8	585.0	710.3
Peru	15.3	30.0	153.0	203.0
Puerto Rico	32.5	24.0	287.0	275.3
U.S.	50.5	41.0	331.2	350.7
Venezuela	39.0	31.8	312.0	349.0
Business Week Int'l.	113.0	82.0	1,019.2	1,037.6
Cosmopolitan Foreign Editions:				
Australia	59.1	46.1	425.4	446.3
Brazil	42.2	35.7	264.9	320.2
France	30.3	42.0	989.7	663.2
Germany	50.7	33.0	659.1	409.4
Great Britain	88.0	90.8	845.3	815.9
Greece	30.0	30.0	407.0	394.0
Holland	16.0	10.3	349.0	298.8
Italy	69.3	38.7	412.3	438.5
Japan	28.0	30.6	237.7	301.8
South Africa	120.0	—	463.5	—
Cosmopolitan en Espanol:				
Central America	—	0.3	7.0	16.2
Colombia	10.2	13.5	73.3	110.7
Ecuador	—	0.3	3.0	7.3
Mexico	41.2	38.7	317.7	395.0
Peru	5.0	3.7	19.0	57.3
Puerto Rico	24.5	15.7	226.2	157.2
U.S. (Spanish language)	21.0	14.5	146.2	129.5
Venezuela	13.0	3.5	121.5	99.3
International Management:				
Africa	17.5	19.7	95.0	116.5
Europe	12.2	16.0	257.2	289.0
Latin America	10.3	11.3	64.2	98.0
Middle East	20.2	32.2	97.0	173.8
Pacific	7.8	10.7	94.2	116.8
Johnston International:				
Alam Attijarat	45.2	58.8	402.8	443.0
Ejecutivo	13.8	20.0	36.7	57.0
Modern Africa	20.3	25.8	80.8	93.0
Modern Asia	35.0	36.6	203.4	256.4
Newsweek International A:				
Atlantic	44.6	59.0	617.8	654.0
Latin America	15.6	30.9	184.9	220.6
Pacific	32.8	66.1	483.5	507.7
Progreso (9X)	10.8	13.7	35.7	59.2
Reader's Digest:				
Arabic	3.0	11.0	67.0	94.0
Asian	190.0	158.5	1,322.0	1,648.5
Australian	70.5	72.0	585.8	491.7
Belgian-Flemish	20.5	29.0	608.5	600.5
Belgian-French	11.0	18.5	398.5	443.5
British	28.2	40.4	384.8	471.0
Chinese B.	90.0	106.5	721.2	774.3
Danish	19.0	15.8	228.8	233.5
Dutch	20.0	19.0	277.3	244.3
Finnish	22.0	37.0	310.5	476.5
French	19.9	21.3	351.4	403.8
German	34.4	52.5	522.1	529.9
Greek	5.0	—	79.5	—
Iberian	7.5	5.0	123.5	125.5
Indian-English	49.5	20.0	567.5	564.8
Indian-Hindi	3.0	—	35.5	—
Italian	11.0	6.0	269.0	350.0
Japanese	42.8	43.5	351.4	386.4
Korean	5.0	19.5	183.0	159.2
Latin American:				
Argentina	32.0	18.0	147.0	114.0
Brazil	3.0	3.0	21.0	73.5
Central American	12.0	9.0	71.5	82.0
Chile	17.0	13.0	92.0	113.5
Colombia	36.5	25.0	229.5	285.0
Ecuador	8.0	7.0	59.5	78.0
Mexico	34.5	45.2	350.7	330.3
Peru	10.0	8.0	68.0	69.5
Puerto Rico	3.0	5.5	40.0	46.0
U.P.B.	9.0	7.0	55.0	75.5
U.S. Spanish	9.5	10.0	69.0	107.5
Venezuela	10.0	9.0	82.0	106.5
New Zealand	35.5	95.8	656.0	658.3
Norwegian	19.0	18.0	255.1	266.1
Portugal	27.5	40.0	290.0	349.8
South African	92.5	107.5	705.3	735.5
Swedish	5.5	10.0	87.5	149.5
Swiss-French	7.4	15.0	196.9	218.0
Swiss-German	15.5	18.0	261.3	274.0
Time International:				
Time-Asia	52.1	80.2	642.4	714.7
Time-Atlantic	56.4	61.2	716.5	703.5
Time-Canada	95.1	90.6	1,257.1	1,015.7
Time-Latin America	35.5	36.8	316.6	327.8
Time-South Pacific	96.3	144.3	828.4	942.2
Visao (52X)	172.7	170.2	1,199.6	1,134.8
Vision/Latin America (26X) A.	27.1	28.4	206.5	209.0
Total Group	**3,643.5**	**3,604.9**	**33,513.2**	**33,914.9**
% change		**+1.1%**		**-1.2%**

ADBEAT

Everybody's gettin' into the act

Acting in commercials is a serious business. And so Tom Logan, who has acted in tv spots for Ford, Honda, Kodak and McDonald's, has written "Acting in the Million Dollar Minute: The Art and Business of Performing in TV Commercials" (Communications Press, Washington; $7.95). Along with tips on the intricacies of script terms, pacing, staging, product mentions and product handling, getting an agent and union and agency contracts, Mr. Logan notes that, in 1982, Screen Actors Guild members made a total of $230.7 million in tv commercials. And that's more than they made from tv programs and movies combined. But Mr. Logan also notes that 57% of the SAG membership earned less than $1,000 that year.

Nielsen rates

A.C. Nielsen Co., Northbrook, Ill., boasting increased success among agency subscribers in the western region for its Nielsen Station Index ratings services, has just signed Cole & Weber, Seattle; Chiat/Day, Los Angeles, and Reich Communications, Denver. Earlier this year, Nielsen signed McDonald's (and its 60-plus agencies) as NSI subscribers.

Debit debut

J.C. Penney Co., New York, and Visa Inc., San Francisco, are testing the VISA Electron Card, a new debit card, in 30 J.C. Penney stores in Oregon this month. Penney expects the card will be put into other pilot programs in Ohio and Washington, D.C., and, following that, believes it will eventually accept the card in all its 2,000 retail outlets in the U.S. and Puerto Rico. The card also may be used for catalog purchases. No advertising is planned, a spokesman said.

Banquet haul

The family meal is alive and well, according to Banquet Foods Co., Ballwin, Mo. Many families still sit down together for a nightly meal even when mother and father both work. To better meet the needs of today's "working/active meal preparer," the company is restaging and extending its Banquet Foods family entrees. Two new varieties, Charbroiled Beef Patties with Mushroom Gravy and Chicken Parmagian Patties, will be added to the line. The dishes are packed in a new cook-and-serve decorator paper tray for use in either conventional or microwave ovens. The entrees retail from $2.29 to $3.89. The introduction of the upgraded line will be supported with 25 and 35 cents-off coupons in national magazines and newspapers. D'Arcy MacManus Masius, St. Louis, is the agency. The company also is introducing two additions to its Entree Express line of frozen convenience foods. Breaded Veal Patties and Beef Pizza Patties will retail for $3.10.

To market, to market

Marketing is the most popular field among 315 1984 graduates of Stanford University's MBA program, attracting 30% of this year's graduating class, compared with last year's level of 28% and 13% in 1980. Ayse Kenmore, director of career planning and placement, attributes the steady rise to the "growing demand for marketing skills not only from the traditional consumer-goods manufacturers and distributors, but also from financial institutions and from manufacturers of high-tech equipment." Finance drew 27% of the class, down from 29%, and consulting attracted 20%, up slightly from 19% in 1983.

Fair enough

It's off to the fair we go, and, when Americans went to the park, fair or amusement center in 1983, they ate and drank more than ever before. Food and drink sales accounted for nearly $3.3 billion in income for the mass-entertainment industry in 1983, according to a survey recently conducted by *Amusement Business*. Sales were up an average 14% at fairs and expositions from a low of 11% and up 17% in the park industry

"King" of beers

One of the primary laws of physics—that for every action there is

an opposite and equal reaction—apparently applies to the brewing industry, too. While Miller Brewing, Milwaukee, is testing its low-alcohol Sharp's LA brand for those who believe in moderation, it also has expanded distribution of its King Kan. The 32-oz. can of Miller High Life now is sold in 18 states after successful testing in Chicago, Houston and New Orleans.

At the movies

"Saturday night has always been a movie night, still is a movie night," despite the fact the Big 3 tv networks no longer schedule one, said John Otter, senior vp-network programing, SSC&B, New York. The big difference is that now people can watch films when pay tv services slot them or at their own convenience via videocassettes. That is the main reason for the "dramatic" dropoff in ratings for the nets' Saturday 8 p.m. to 10 p.m. fare, he maintained. Such movie viewing also is an erosion factor on Sunday evenings, where NBC is in dire straits due to heavy 7 p.m. to 8 p.m. affiliate preemptions. Even a strong NBC series in that hour would be hard-pressed to succeed because "there are only so many share points to go around," Mr. Otter said.

Not child's play

Quantum Marketing Group has been formed as a consultancy specializing in child-related products and services, because "kid marketing is no longer child's play," said founder/president Yves Coleon, formerly director-marketing, Matchbox Toys/U.S.A., New York. Quantum is located at 146-148 Sound Beach Ave., Old Greenwich, Conn. 06870. The growth in the number of children under age 12 over the next five years will be "dramatic," he said.#

Bargains

(Continued from Page 3)

to buy a specific product or service because its marketer is an Olympic sponsor. Ties to the Olympics have no effect on the buying patterns of 65% of those polled.

Appropriately, the Olympics sponsor whose advertising had the best recall was one of the summer games' biggest spenders: McDonald's Corp. More than one-third (36.7%) of the adults polled included McDonald's when asked which sponsors' advertising first came to mind.

Only 2% of respondents recalled McDonald's advertising during the Winter Olympics. (Although Burger King was the "official fast-food restaurant" of the Winter Olympics, it ran no advertising featuring that connection. McDonald's advertising at the time of the winter games touted its sponsorship of the summer games.)

McDonald's reportedly spent $35 million on advertising and promotions tied to the Olympics. That includes its "When the U.S. wins, you win" scratch-card game, which, like the U.S. teams, was highly successful.

Other advertisers among the top 10 in top-of-mind awareness (and their awareness score during the winter games) were: Levi's, recalled by 13.2% of respondents last month (also 13.2% during the winter games); Coca-Cola, 11.6% (2.9%); Snickers, 11.1% (3.6%); Budweiser, 9.8% (4.1%); M&M's, 7.8% (3.8%); Southland's 7-Eleven stores, 5.7% (no score in winter); Canon, 4.9% (1.8%); Pepsi-Cola, 4.3% (no score in winter); Wonder bread, 4.2% (1.5%).

Interestingly, awareness levels for the top two advertisers, McDonald's and Levi's, decreased as the age of the respondent increased but rose as income did. The same pattern repeated for several other advertisers.

More important—and even more encouraging—to advertisers than the over-all awareness and influence scores are the demographic breakdowns. The Ad Age survey shows that Olympic sponsorship had its strongest impact on some of the key target audiences.

For example:

- Awareness of advertising mentioning Olympic involvement rises with income. While 66% of adults with incomes of $10,000 or lower said they recalled such advertising, 93% of respondents making $40,000 or more were aware.

Awareness declines with age, but not as sharply as it rises with income. Of persons age 18 to 24, 93% said they saw or read advertising tied to the Olympics; 80% of those age 55 to 64 said they recalled such advertising.

Awareness was highest in the West (88%), lowest in the south central states (78%).

- While 34% of those with the lowest incomes were unable to name specific advertisers mentioning their ties to the Olympics, only 14% of those in the highest income bracket failed to do so.
- Persons who said Olympic sponsorship raises their opinion of a company most often were middle-income and middle-aged. They also were most likely to live in the Northeast and least likely to live in the western U.S.

Nearly equal percentages of men (44%) and women (43%) said their opinions of companies were raised.

- Persons who said they would be inclined to buy a specific product because of its manufacturer's Olympics involvement most often had incomes between $20,000 and $40,000.

The highest percentage of respondents whose buying habits were favorably influenced was among persons aged 45 to 54.#

For additional information or data, contact: Gary Gabelhouse, SRI Research Center, 301 S. 68th St., Lincoln, Neb. 68506. Phone: (402) 489-0351.

THE ADVERTISING MARKET PLACE

Marketing

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This growth position is responsible for policy development and implementation of a multi-million dollar co-op ad program for Fortune 200 firm located in Northeast Ohio. Involves handling co-op inquiries from independent dealers and media, providing creative approval to retailer ads, and facilitating overall program administration. Position also develops and produces various retail-printed materials such as ads, brochures, displays, and in-store point-of-sale items.

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Monday, September 24, 1984

Advertising Age

The International Newspaper of Marketing
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Crest, Aim jump on pump segment

By LAU. .IE FREEMAN

The nearly $1 billion dentifrice market is getting a fresh jolt of competition as market leader Procter & Gamble and No. 3 Lever Bros. both move into separate test markets with new pump-dispenser toothpastes.

Consumers across the country may not have to wait too long to see both products on their store shelves.

Procter & Gamble doesn't plan to spend much time in its Maine test markets for pump-dispensed Crest—in regular and mint flavors and in a gel variety. Sources said P&G has set a national rollout for early next year.

Lever Bros. has begun testing Aim gel toothpaste in a pump dispenser in selected East Coast markets, with national distribution also expected in early 1985.

The appearance of these two leading dentifrice brands in pump form indicates good sales results for Minnetonka Inc.'s Check-up brand and Colgate-Palmolive's Colgate brand pump version (AA, May 28). Check-up began a $20 million national ad campaign last May.

A retail-chain buyer in Texas said that although Check-up costs at least a dollar more than tube-dispensed toothpastes, unit sales have increased tenfold since it became available earlier this year. A New York grocery chain said it can't keep the plaque-fighting toothpaste in stock.

Colgate put both its gel and regular-flavor toothpastes in pump dispensers for market test this spring. A company spokesman said the brand now is being rolled out nationally.

The company also is testing Dentagard, a pump-dispensed, plaque-fighting toothpaste that would compete directly with Check-up (AA, March 19). Being tested in Boise, Ida., Dentagard continues to sell well, industry observers said.

Retailers speculate that one reason behind pump-dispenser dentifrice's popularity is that consumers tend to use less with the dispenser. However, Hercules Segalas, Drexel Burnham Lambert analyst, said he has not "seen any evidence that people are using less toothpaste; if anything, kids have heavy trigger fingers and are using more."

The Crest 4.6-oz. pump dispenser, being sold for about $1.35, is designed to sit upright on bathroom counters, according to a P&G

(Continued on Page 104)

Montana goes on offensive

By ROBERT RAISSMAN

When Joe Montana quarterbacked the San Francisco 49ers to a 1982 Super Bowl championship, Adidas took out major-market newspaper ads proclaiming: "We've been with you [Mr. Montana] all the way."

But Mr. Montana is no longer *with* Adidas. Last week, he filed a $9 million lawsuit in San Francisco against the shoe manufacturer, demanding that Adidas USA stop marketing a leisure shoe called Montana. The suit also asks the company to account for all profits from the sale of the shoe, which Mr. Montana described as "garbage."

Adidas officials claim the Montana shoe name refers to the state, not the sports celebrity it had under promotional contract from 1981 through 1983.

But this appears to be less a case of usurping a celebrity's name and more an example of what can go wrong in an endorsement arrangement. Mr. Montana has learned how cutthroat things can get in the rubber-sole jungle.

To hear Mr. Montana tell it, Adidas was never with

(Continued on Page 104)

Breakthrough

New campaign from Quasar will position the company as a technological leader. *(See story Page 2.)*

Firestone ads play down tires

By JESSE SNYDER

Firestone Tire & Rubber Co. will drop mainline tire advertising in its change to retail-oriented sales and service marketing.

The new campaign, breaking Oct. 15 primarily on network tv, is the first creative effort by Saffer, Cravit & Freedman, Toronto, which took over Firestone's U.S. retail, passenger tire and service account from BBDO, New York (AA, July 5).

The account was estimated at $20 million at the time, but a Firestone spokesman said spending for the new campaign has increased "significantly."

"This is probably the largest network tv commitment in our history," the spokesman said.

The initial six weeks of the campaign contain two 30-second commercials airing on prime time shows such as "A Team" and "Magnum, P.I.," sports programing and news-oriented shows such as "60 Minutes."

Instead of commercials singing "There's a name that's known as Firestone, where the rubber meets the road," the new drive features a "C'mon, America, drive over to Firestone" jingle with quick-cut "vignettes of America." The commercials will push Firestone's 6,000 retail outlets as places where all a customer's automotive service needs can be met. Newspaper ads follow in major markets.

Individual tire lines or services such as wheel alignments may ap-

(Continued on Page 104)

'Infomercials' seen on at least four networks

GF unfolds cable ad plan

By SUSAN SPILLMAN

New York—General Foods will unveil a new strategy for using cable tv here this week that involves a unique series of two-minute entertainment-oriented commercials to run on at least four networks for the next year.

Handled by Young & Rubicam, the campaign represents the latest GF plan to use cable tv to counter network share erosion.

It is also the first major strategic move GF has made in cable recently. The White Plains, N.Y.-based company in the early 1980s made several multi-million-dollar, multiyear, run-of-schedule and program sponsorship deals on cable networks, but this marks the first time GF will go the infomercial route.

The General Foods approach is reportedly in response to consumer research. The two-minute spots also address what GF called a response "to new life styles and viewing patterns."

General Foods has recently spearheaded advertiser reaction to commercial "zapping"—the rapid switching of stations by viewers to avoid commercial breaks or, more importantly, the editing out of commercials on videotaped programing (AA, July 23, *et seq.*).

It is believed that GF is going the infomercial route in part, at least, because it sees the entertainment aspect of the spot as a "zap-proof" approach to tv advertising. GF estimates it's currently losing $1 million a year to zapping.

The General Foods spots will combine 90 seconds of "entertainment-oriented kitchen tips" with a 30-second product pitch for one of its food brands. Several spots promoting different products will be included.

The commercials break next-month on Cable News Network, USA Network, CBN Network and Lifetime. They will run for 52

(Continued on Page 102)

Last Minute News

Chevy punts on Super Bowl sponsorship

Detroit—Chevrolet will not "renew" its sponsorship of the National Football League Super Bowl because of its $1 million-a-minute rate. Chevy ran seven spots last year at $800,000 a minute but balked this year because of "excessive" ABC charges. "We believe it's time to tell the networks 'Enough,'" said Thomas Staudt, general marketing manager. Chevy will put its dollars on the CBS miniseries "Space" in April. Chevy will take a 50% sponsorship of college football on Entertainment & Sports Programming Network cablecasts as it reduces its tv sports buy to 50% of its tv budget from 75% last year (AA, Aug. 20). Print goes from 22% to 28%. Chevy's new ad theme, "Today's Chevrolet. Live it," replaces "Chevrolet is taking charge." The "Tough truck" line yields to "Nothing works like a Chevy truck," all via Campbell-Ewald, Warren.

Miller gets help in agency review

Milwaukee—Miller Brewing Co. has been working with New York consultant Robert Bragarnick during its latest creative review on the $50 million Miller High Life beer account (AA, Sept. 13). Mr. Bragarnick is said to have been instrumental in getting Jordan, Case & McGrath into the review that includes JWT, Ayer and Burnett (AA, Sept. 20). A new "quality reinforcement" spot for High Life by agency of record Backer & Spielvogel broke on sports programing last week. Backer also is at work on other High Life quality spots within the "Miller time" format.

Burnett may get Hewlett-Packard account

Palo Alto, Cal.—Computer sources predict Leo Burnett USA will get the Hewlett-Packard Personal Computer Group account. H-P last week dropped J. Walter Thompson/USA, San Francisco, as the agency handling the $20 million account. Dancer Fitzgerald Sample continues to handle H-P's information system group.

(Continued on Page 8)

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Viewers flip channels in pre-premier week

By JAMES P. FORKAN

NEW YORK—Viewer sampling was still the name of the game in prime time network tv last week, as CBS, ABC and NBC prepared for the official start of "premier week" today.

The latest national Nielsen ratings show that CBS' hospital-based "E/R" faced its first emergency and ABC's "Call to Glory" series about Air Force families continued a dangerous tailspin, while NBC's "TV's Bloopers & Practical Jokes" continued to succeed on others' mistakes and "The A Team" continued to hit the ratings target.

NBC also rejoiced over "Highway to Heaven's" two-hour opener, whose 35 share blockaded ABC's "Fall Guy," which had a disappointing 22-share return. The latter apparently was held back by CBS' rerun of the Burt Reynolds film "Cannonball Run," averaging a 20 share.

Over-all, Wednesday belonged to NBC, whose sudden advance of the lowly "St. Elsewhere" into "sneak week" paid off with a 29 share. That was two points ahead of ABC's "Hotel" rerun and 11 above a busted CBS pilot.

In the Thursday overnights, averaged across the eight A.C. Nielsen Co. metered markets, NBC's "sneak" attack scored again, as "The Cosby Show" and "Family Ties" won their slots with shares of 44 and 32, respectively. ABC's "People Do the Craziest Things" lagged badly with a 15 share, but "Who's the Boss" recovered somewhat to a 23 share.

CBS' effort to have "E/R" ride "M*A*S*H's" coattails in tune-in advertising for its first Tuesday outing proved futile, as viewers opted instead for NBC's "sneak preview" of "The A Team" and ABC's one-hour " 'Three's Company' became 'Three's a Crowd' " special. "Team" and "Crowd" averaged a 32 and 30 share respectively, as "E/R" and the repeat of the "M*A*S*H" series finale special posted anemic shares in the upper teens.

NBC built on "A Team" to notch a 33 share for the introductory two-hour "Hunter" movie—although it remained to be seen whether the series can carry those numbers to its normal Friday berth opposite CBS' "Dallas." "Hunter" outgunned ABC's tv series preview for Lindsay Wagner's "Jessie," by four share points.

The "E/R" numbers were quite a comedown from the comedy's perch as No. 1 in the Nielsen ratings for the week ended Sept. 16 when it commanded a 36 share.

However, that "E/R" Sunday spe

(Continued on Page 105)

Mondale skirts Fla., Tex. buys

DALLAS—Tv stations in two key election states are wondering: Where's the ad windfall they expected from the Democratic presidential campaign?

With less than 1½ months before the Nov. 6 general election, the failure of the Mondale/Ferraro campaign to make local tv buys so far in Florida and Texas has fueled speculation that the Democrats' hopes in those states may be minimal. Stations in those markets said they have received inquiries about available spots, but they have not received any buys.

"We thought by this time, there'd be more political [advertising] on the air," said an official at an Austin affiliate who asked not to be identified.

Officials from the Mondale/Ferraro campaign refused to comment on whether they would make local buys in those two states, which together provide nearly a fifth of the electoral votes needed to win.

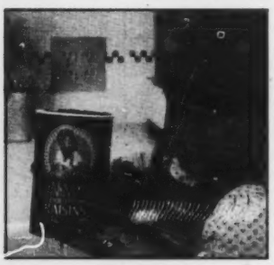
Although there is still time to get spots on the air, the absence of the locally placed spots could indicate that the Democrats intend to maximize media muscle in other markets, such as New York and Los Angeles. Texas, with its 29 electoral votes, and Florida, with 21, make up about 18% of the 270 electoral votes needed to win the election.

In Miami, two of three major stations have yet to receive any orders for local advertising from either party. "Mondale is not going to waste his time or money [in Florida] since Reagan has it sewed

(Continued on Page 105)

Highlights

California's raisin industry, besieged by oversupply, is capitalizing on the proverbial silver lining in its cloudy fields: Low prices. Both Sun-Diamond Growers of California, the Stockton-



based marketer of Sun-Maid raisins, and the California Raisin Advisory Board are breaking campaigns this month that offer consumers "the lowest prices in six years." *See Page 6.*

Cosmair's purchase of Warner Cosmetics for $146 million earlier this year hasn't kept either from new-product introductions for 1985. *See Page 10.*

Joel Baumwoll, leaving the reorganized Needham Harper Worldwide, thinks his future lies in consulting. *See Page 12.*

Science Digest is in the midst of changes which Hearst Magazines says will reposition the monthly in the men's service and life-style niche. *See Page 14.*

Memorex is betting its premium-brand blank videocassettes can prevail through image-building advertising in a market wracked by sharp discounting. *See Page 46.*

The Fairness Doctrine, the Federal Communications Commission policy requiring balanced presentation of controversial issues on tv and radio, has split the advertising and agency community. *See Page 50.*

Ben-Gay has moved out of the medicine chest and into the locker room as the people at Pfizer Inc. are trying to expand from arthritics to athletics. *See Page 54.*

Lewis Young's resignation as editor-in-chief of *Business Week* marked the end of a tumultuous chapter for business reporters. *See Page 58.*

CORPORATE CLOSEUP

Labeled by some analysts as the "trendsetter of the super-warehouse concept," Super Valu Stores is spreading new concepts of grocery retailing throughout the country. *See Page 4.*

INTERNATIONAL

Wayne Gretzky, the hockey superstar who has broken nearly every scoring record, finally cracked one goal that had eluded him—a major product endorsement in the U.S. *See Page 60.*

In Britain, a centuries-old tradition will come to an end next month when accountants and lawyers begin advertising their services for the first time. *See Page 60.*

Wendy's International, known in the U.S. for its "Where's the beef?" ads, has stirred up the fast-food industry in Australia with a controversial, comparative campaign against McDonald's Corp. that never uses the famous slogan. *See Page 62.*

When Reader's Digest Assn. in Spain announced earlier this month that it is closing down its Spanish operations, advertising industry insiders blamed the pullout on marketing problems. *See Page 66.*

VIDEOTECH

The president of newly formed Active Buyers Network aims to "take broadcast tv and turn it into a targeted marketing vehicle for high-ticket items." He will test his concept in Chicago and Minneapolis next month with an eye toward a national launch next year. *See Page 76.*

ProServ Television is so pleased with its "Countdown to '84" Olympics series that plans are being made for a similar series leading up to the 1988 games. *See Page 76.*

COMING THURSDAY

SPECIAL REPORT

Sweets and desserts have returned to prominence on grocers' shelves. Health-conscious Americans are dipping into premium ice creams and frozen novelties, cheesecakes, candy and cookies.

REGULAR FEATURES

ADBEAT	96	MEDIA MOVES	40
ADVERTISER PEOPLE	45	NEW AD RATES	44
ADVERTISING MARKETPLACE	93	OBITUARIES	97
BAR/AA NEW TV PRODUCTS	80	PHOTO REVIEW	36
BRADY'S BUNCH	82	PRESSTIME	8
COMING CONVENTIONS	44	REGIONAL NEWS	86
CON-SID-ERATIONS	18	SPORTS MARKETING	68
CORRECTIONS & CLARIFICATIONS	6	VIDEOTECH UPDATE	80
EDITORIAL	18	WORLD NEWS ROUNDUP	3
FOR THE RECORD	101		
FORUM	20		
GETTING PERSONAL	46		
LETTERS	22		

FIGURES TO FILE

NEWSPAPER ADVERTISING EXPENDITURES FOR JUNE, 1984 90

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$1.25 a copy, $52 a year, $95 two years. Add $99 per year for air delivery to Europe & Middle East. Add $31 for surface mail to all other foreign countries. WILLIAM STRONG, vp-circulation; ROGER DI GREGORIO, fulfillment director; HEIDI SCHULTZ, senior circulation manager. Four weeks' notice required for change of address. Address all subscription correspondence to circulation department, Advertising Age, 740 Rush St., Chicago, Ill. 60611 (312) 649-5200.

VALS ties values, buying

SRI spans the globe

By STEWART ALTER

SRI International, Menlo Park, Cal., plans to launch a new research service internationally in 1986.

The service will divide the world into life-style categories—in the U.S., these are emulators, achievers, experientials and belongers—and relate them to brand-purchase decisions. It will satisfy the need of global marketers for "psychographic" and value research that crosses borders.

Such research has been tried before, but never tied as extensively to specific brands, said James Ogilvy, director of research for the VALS (Values and Lifestyles) service.

"There is no single typology that now exists that will work cross-culturally. Our current VALS typology is very American," he said in New York, where he was a speaker at the Ted Bates Worldwide general managers' meeting.

Some ad agencies, such as Foote, Cone & Belding Communications, Chicago, are conducting their own worldwide research relating attitudes to brands.

Jennifer Stewart, senior vp-head of planning and research at Ogilvy & Mather, New York, confirmed the significance of the development.

"The benefit of VALS is that [it is] marketing-oriented," she said, comparing it to other attitudinal research being done abroad. "I think they would possibly be the

(Continued on Page 102)

Quasar flies off in new direction

By DIANE MERMIGAS

Quasar Co. is launching a $2 million-plus campaign for new products that tries to shift the company's traditional emphasis on dependability to one at the cutting edge of technology.

The multimedia campaign will go toward supporting a hefty array of new products, ranging from a digital compact disc player to microwave ovens.

Created by Needham Harper Worldwide, Chicago, the campaign projects a new creative direction for Quasar, said Thomas Lauterback, manager of advertising communications.

"As a good-ol'-boy company, we've always stressed the quality and reliability of our products, but people did not respond to it," Mr. Lauterback said. "Because of the rapid pace at which new technology is developing, they want to know that whatever products they are buying today will not become obsolete tomorrow."

Quasar, based in Franklin Park, Ill., is hoping the new campaign will double market share for some new audio products, as well as generate sales increases for best-sellers, including videocassette recorders.

The campaign, which accounts for three-quarters of Quasar's total annual ad budget, represents a spending increase over last fall's "Call me when you get a Quasar" new-products campaign.

The new campaign theme "Out of our minds, into your hands," is depicted in print and broadcast ads by an egg being cracked open. Inside are such new products as Quasar's digital audio compact disc player, color tv receiver-monitor, vhs videocassette recorder and stand-alone and over-the-range microwave ovens. This is the first advertising effort for the new products, currently being shipped to stores.

The tv commercials—a 30 and a 60-second version—"use futuristic

(Continued on Page 104)

NAAP offers one-stop ads

CHICAGO—The National Assn. of Advertising Publishers is offering retailers a "one-stop forum" for advertising products and services in shoppers and small newspapers throughout the U.S.

"Advertisers can now reach 13 million readers through our members' community newspapers," said an NNAAP spokeswoman. The program, which is being tested, allows advertisers to place their ads in any or all of the newspapers, and the member newspaper has three weeks to run the ad.

The ads cost $25,000 for a full page. For more information, contact: NAAP, 111 E. Wacker Dr., Suite 600, 60601.#

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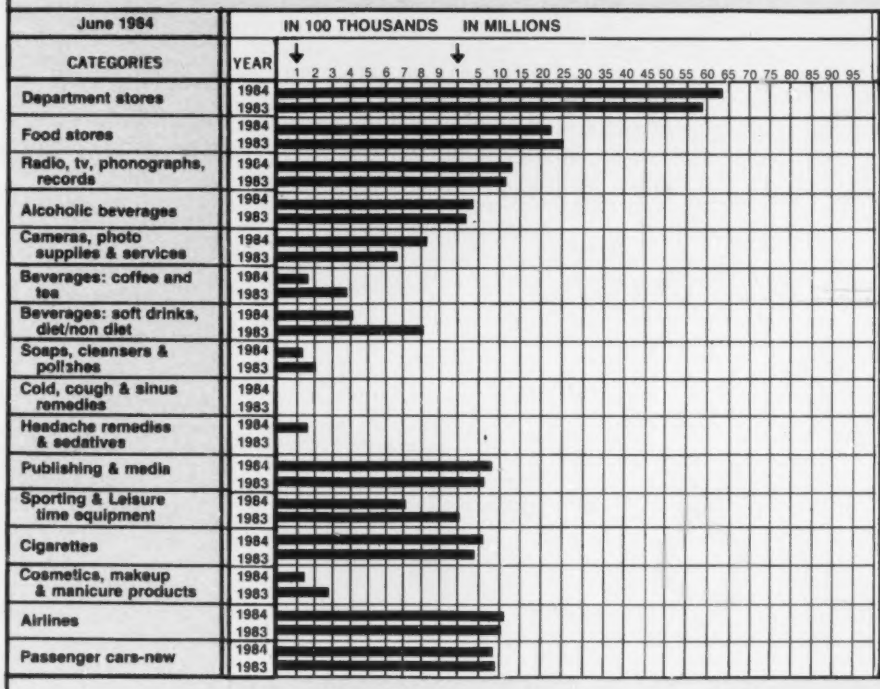
FLASH REPORT: Newspaper advertising investment for June

June 1984 CATEGORIES	YEAR	DOLLARS 1984	DOLLARS 1983	CHANGE ACTUAL $ G OR L	CHANGE % G OR L
Department stores	1984	$63,966,286	$59,741,347	+4,224,939	+7.1
	1983				
Food stores	1984	22,309,811	25,190,653	−2,880,842	−11.4
	1983				
Radio, tv, phonographs, records	1984	12,902,935	11,355,300	+1,547,635	+13.6
	1983				
Alcoholic beverages	1984	3,909,601	2,910,189	+999,412	+34.3
	1983				
Cameras, photo supplies & services	1984	833,547	663,257	+170,290	+25.7
	1983				
Beverages: coffee and tea	1984	158,562	391,439	−232,877	−59.5
	1983				
Beverages: soft drinks, diet/non diet	1984	419,642	803,297	−383,655	−47.8
	1983				
Soaps, cleansers & polishes	1984	136,729	201,261	+64,532	−32.1
	1983				
Cold, cough & sinus remedies	1984	0	0	0	0
	1983				
Headache remedies & sedatives	1984	153,618	0	+513,618	++
	1983				
Publishing & media	1984	7,959,864	6,132,445	+1,827,419	+29.8
	1983				
Sporting & Leisure time equipment	1984	732,159	1,277,182	−545,023	−42.7
	1983				
Cigarettes	1984	5,431,764	4,415,111	+1,016,653	+23.0
	1983				
Cosmetics, makeup & manicure products	1984	144,145	293,208	−149,063	−50.8
	1983				
Airlines	1984	10,806,403	10,136,845	+669,558	+6.6
	1983				
Passenger cars-new	1984	9,675,283	9,810,725	−135,442	−1.4
	1983				



This Flash Report of newspaper advertiser investment, compiled for ADVERTISING AGE by Media Records, is derived from tabulations that cover 35 dailies and 24 Sunday editions in 15 cities: Atlanta, Baltimore, Boston, Charlotte, Chicago, Cleveland, Dallas, Denver, Detroit, Los Angeles, New York, Philadelphia, San Francisco, Washington and Youngstown.#

Source: Media Records Inc.

Miller/Lubin Design moves

NEW YORK—Miller/Lubin Design Corp. has moved its office to 11 E. 47th St., 10017.

Department stores big ad gainers

NEW YORK—Department stores increased their expenditures in daily newspapers 7.1% in June over the same month in 1983, leading an over-all increase in eight of 16 categories measured for the ADVERTISING AGE Flash Report by Media Records.

Department store spending increased $4.2 million from June, 1983, levels to nearly $64 million in June, 1984, leading all categories in dollar increase.

Among other big gainers were the radio-tv-phonographs-records category, with a 13.6% increase to $12.9 million; alcoholic beverages, with a 34.3% increase to $3.9 million; publishing and media, up 29.8% to nearly $8 million, and cigarets, posting their first category increase this year with a 23% jump to $5.4 million.

Other gainers included the airlines category, up 6.6% to $10.8 million; cameras, photo supplies and services, up 25.7% to $833,547, and headache remedies and sedatives, up from zero last year to $153,618 this year.

Categories showing losses were food stores, down 11.4% to $22.3 million; coffee and tea, down 59.5% to $158,562; soft drinks, down 47.8% to $419,642; soaps, cleansers and polishes, down 32.1% to $136,729; sporting and leisure-time equipment, down 42.7% to $732,159; cosmetics, makeup and manicure products, down 50.8% to $144,145, and new passenger cars, down 1.4% to $9.7 million.

The cold, cough and sinus remedies category showed no activity in June '83 or '84.#

'WSJ' sees slip in ads, circulation

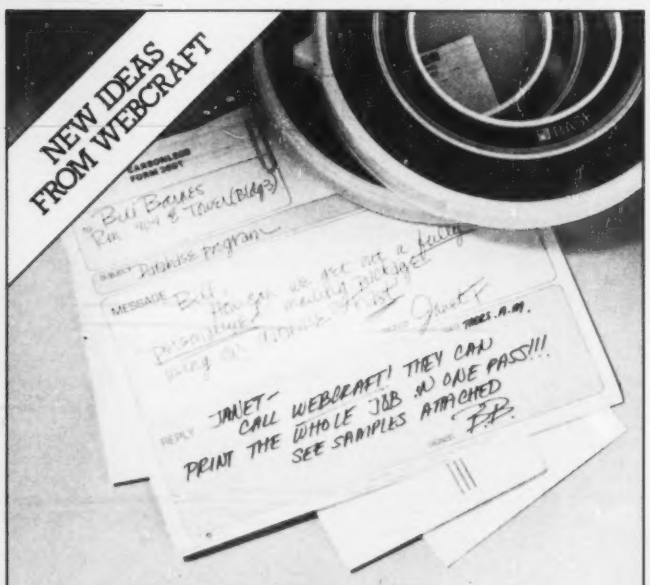
By WILLIAM GLOEDE

NEW YORK—The *Wall Street Journal* is expecting third-quarter ad linage to be flat on an actual basis and down slightly on a per-issue basis, Dow Jones & Co. announced.

The slowdown was blamed on "difficult" comparisons with the third quarter of 1983, when ad linage was up substantially as the recession ended, and on the fact that the third quarter of 1984 had one less business day than the same period last year.

The *Journal* also is anticipating a slip in circulation by year's end. It has been off between 2% and 4% in recent months and is expected to end the year at slightly less than 2.1 million. The circulation softness is due to an increase in both subscription rates, which broke the $100 per-year barrier this year, and single-copy prices, which rose from 35¢ to 50¢ this year.

The softness in ad linage performance is likely to be reflected throughout the newspaper industry this fall for the same reasons as affected the *Journal*, Mr. Morton said.#



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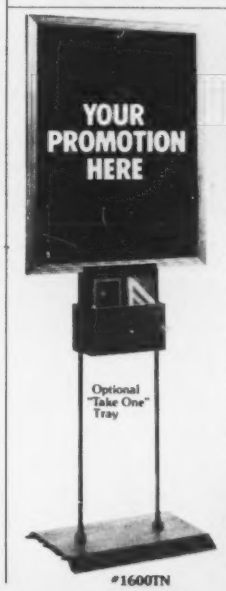

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Just insert 2 standard size poster cards, 28" high X 22" wide. Ideal for high traffic areas, lobbies, hallways, at elevators, etc. Posters load from top.

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